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ANNUAL REPORT OF THE EXECUTIVE STUDIES COMMITTEE
AMERICAN SOCIETY OF PHOTOGRAMMETRY
February 1966

NOTE: This report contains planning recommendations for the consideration by the Board of Direction and Executive Committee of the Society. Because of the tenuous nature of the material included, it is recommended that this report not be made available to the general membership.

COMMITTEE RESPONSIBILITY

By direction of the President, this Committee is to serve in a long-range planning Capacity, seeking ways to improve the Society in its service to the members and the technical community.

COMMITTEE OBJECTIVES

Implementing the recommendation of the 1965 Committee Report, this Committee has continued a consideration of many of the established, long-term objectives and added new subjects.

The specific objectives include:

1. An examination of the role of ASP among the other technical societies.
2. A study of graded membership for the Society.
3. An examination of ways to enhance the status of membership in ASP.
4. Suggestions regarding methods of improving our public image.
5. Critique our publications program and recommend improvements.
6. Critique our technical programs and recommend improvements.
7. Examine the validity of the Society name and recommend changes, if appropriate.
8. Consideration of the advisability of Society sponsorship of pilot projects in certain photogrammetric applications which have been neglected by the profession.
9. Study of ways in which the Society can assume a leadership role in developing facilities for the education of technicians in photogrammetry.
10. An examination of the administrative organization of the Society.

DISCUSSION

All of these objectives were considered by the Committee in varying degrees during its many meetings throughout the year. The results of these deliberations are set forth for consideration by the Board, Executive Committee and officers of the Society. It will be recognized that many of the above subjects are so comprehensive in nature that no final all-inclusive answer will ever be reached. On the other hand, they are of such importance to the viability of the Society that partial answers to these subjects should be sought on a continuous basis so that the Society may constantly improve.

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The total scope of these subjects is so broad that no single committee can hope to adequately consider all of them. Therefore, it is the aim of this Committee to stimulate thinking on these matters, to recommend assignment of subjects to other committees for detailed consideration, and to act as a catalyst in the implementation of the recommendations. We believe that the Committee should be continued and should continue to serve in this role.

The following discussions and recommendations are keyed to the numbered subject items above. Due to the broad nature of some subjects, overlap is inevitable.

1. The Committee heartily endorses the steps taken by the President and the Inter-Society Relations Committee to foster a closer relationship with S.P.I.E. and possible merger in the future. We recognize that the consummation of a merger, if it takes place, will take considerable time. As an ancillary activity, we recommend that the Inter-Society Relations Committee undertake a definition of the scope of subject coverage of ASP, including our aspirations, particularly in the areas of interface with related societies. We believe that a position paper, perhaps available only to ASP management, would be a most helpful guide in planning the future development of ASP and may help to avoid conflicts with other societies having interests closely related to ours. Do we plan, for instance, to ultimately encompass the field of high speed photography (now clearly in the S.P.I.E. field)? If not, can we define where our interests stop and where S.P.I.E.'s interest might reasonably begin? Do we plan to encompass the field of remote sensing in its entirety? If not, what is the limit of our interest and can we define it?

We realize that this is a monumental task but feel strongly that the definition of our scope of interest needs thoughtful consideration. Such definition may help us to avoid a haphazard growth which in the past has led to the establishment of new societies to fill apparent gaps in subject coverage of has encouraged encroachment by closely related societies.

2. We believe that the question of graded membership must continue to be shelved pending resolution of the matter of divisional organization of the Society. We recommend that the divisional organization question continue to be examined by an Ad Hoc Committee culminating in the submission of a comprehensive report to the Board. Such a report should not be confined to the development of a list of potential divisions but must consider, in detail, the impact of a divisional organization on the Society administration meetings and constitution and by-laws. It is only with such a background of information that an intelligent decision can be made regarding this complex question.

3. The report submitted by this Committee at the 1965 Annual Meeting suggested that the best way to enhance the status of membership in ASP is to increase the impact of the Society on the technical community through the assumption of a more active role of leadership in the field. The past year has seen several examples of such activity which the Committee heartily endorses, though it cleams no credit whatsoever for their implementation. The work of the NASA Ad Hoc Committee is cited as an example of a service that the Society can render to the community. We believe that such activity should continue and should be organized to fully utilize the existing Technical Committee organization of the Society.

During the past year, we saw that the improvement of Board cognizance over committee activities through the continuation of the "cognizant director" system of reporting. We believe that this system should be continued and that the agenda of Board meetings should be so organized as to exploit the maximum benefit of the system.

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The past year has seen the realignment of the division of responsibilities between the Board of Direction and the Executive Committee with the latter assuming more of the business responsibilities of the Society and reporting its conclusions to the Board. We believe that this distribution is in keeping with the intent of the by-laws of the Society and, further, that continuation of this practice can free the agenda of the Board of Direction so that matters concerning "...the technical and social interest and activities of the Society..." (By-laws, Article III, Paragraph 2) can be given appropriate consideration. A board holding such meetings can more effectively encourage, coordinate and monitor the activities of its committees. We feel that the special attention of the Board should be directed to the activities of the technical committees during the coming year.

4. The Committee believe that the question of potential employment of a public relations firm to represent the Society interest should be held until the effectiveness of the newly-established Executive Director in this activity can be evaluated. There are, however, several related activities in which we feel the Society should be more active. We recommend that the Board of Directors consider the sponsorship of a Society-owned exhibit which would be shown at meetings of organizations who could profit from a better appreciation of photogrammetry, such as, the American Association of City Planners. Further, we recommend that the Society consider sponsoring appropriate papers at such meetings, perhaps supported in a manner similar to the distinguished lecture program.

5. The Committee has not reviewed the publications program during this year, but recommends that it be continued as a committee objective.

6. Several new technical program ideas are being tested during the 1966 meeting. The Committee wishes to evaluate their effectiveness before further recommendations are made.

7. The subject of a potential change in the Society name did not receive sufficient attention to warrant a recommendation by the Committee. The Committee members did not feel that this was an urgent problem of the Society, though it is probably worth of consideration at some future date. The preparation of the report recommended under Subject No. 1 above would provide an appropriate background for future consideration of this question.

8. The Committee recommends that the Society, through the Board of Direction, consider the sponsorship of research programs in various subjects important to the photogrammetry field. An example in which some success has been achieved is the work of the Color Photography Committee. This type of activity should be continued and expanded. The Society is now in a position to lend some limited monetary support to programs of this type. Consideration should be given to making research support programs.

9. The Committee recommends that the Education Committee undertake a study of the complete spectrum of education in photogrammetry and cartography. This Committee has previously completed surveys of courses of study and facilities available for photogrammetry majors. Consideration should be given to the establishment of guidelines and recommendations of content for courses of study in photogrammetry and cartography. The problem of training technicians in this field should be carefully examined. This Committee can be a valuable link between the academic work and the practicing discipline to establish requirements for types, kinds and numbers of trained personnel and recommend solutions to meet the training requirements. Another area of potentially

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fruitful activity is the development of a course of study which might be likened to a "music appreciation" course. Such a course plan could be offered to schools training personnel in fields such as civil and sanitary engineering, city and regional planning, and so forth, but that do not have staff members capable of teaching the subject. A list of potential instructors from government and industry could be developed and offered by the Committee to handle such course work at these schools.

10. The Committee's semi-annual report (copy attached) dealt in detail with the subject of Society administration and a number of its recommendations have been implemented.

Respectfully submitted,

EXECUTIVE STUDIES COMMITTEE

Thomas Oftelie
Glenn H. Landis
Kenneth T. Sime, Chairman

REPORT OF THE EXECUTIVE STUDIES COMMITTEE
to the ASP Board of Directors
September 23, 1965
Dayton, Ohio

Subject: Recommendations concerning the improvement of the administrative organization of the American Society of Photogrammetry

Gentlemen:

In carrying out its assigned role of seeking ways to improve the Society, the Executive Studies Committee has undertaken an examination of the administrative organization and operation of the Society during meetings held April 1, July 19 and July 20, 1965. This examination has lead to the identification of several critical problems which must be solved if the A.S.P. is to continue to progress and to provide leadership in the photogrammetric community. These problems are cited, solutions are recommended, and ramifications of the solutions are discussed herein.

The Office of President

The responsibilities of the President of A.S.P. have grown to fantastic proportions

The mere generation and handling of the paperwork currently associated with this office is sufficient to keep a normally vigorous man fully occupied, yet few or none of the recent holders of this office have been free of the responsibility of making a living during his tenure in office. An illustration of this point is the fact that more than one hundred permanent committee chairmen, ad-hoc committee chairmen, board members and regional presidents must be regularly contacted, advised, and cajoled in order to keep the Society moving.

Because the Society membership does not appreciate the scope of this involvement it cannot, come election time, make a candidate selection based on the qualifications actually required for a successful presidency. This Committee feels that the membership should not have to base its selection on these qualifications; the duties and responsibilities of the office should be changed. The Society should be in a position to select as its President a man or woman who has achieved an appropriate stature in the community without considering his environmental circumstances affecting his ability to meet the current demands of the office. This can only be achieved through an expansion of the permanent, professional staff of the Society.

Executive Director

We recommend the creation of a post known as Executive Director, who will head the paid staff of the Society. It will be his responsibility to make day-to-day executive decisions to carry out the policies established by the Board of Directors of the Society and to follow up on

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their implementation with the committees, regional chapters and the membership at large. In addition to running the daily internal affairs of the Society he will be responsible for maintaining liaison with the technical community and with related Societies. Not the least of his activities will be selling and promoting the Society in all of its spheres of interest.

We recommend that the post be filled by a young, aggressive person who is free to travel, is a good administrator, and has a grasp of the technology of the Society. The salary must be such as to attract a top-notch person.

The Executive Director should be supported by an Executive Secretary who serves as the manager of the office staff and provides continuity to its operations in the absence of the Executive Director.

Board of Directors

The Committee feels that the present membership of the Board of Directors lacks true representation, both professionally and geographically. Many qualified members of the Society must decline an opportunity to serve on the Board because of an inability to meet expenses involved in attending Board meetings. We feel that the Society should compensate Board members for reasonable travel and incidental expenses incurred in meeting attendance. Such a practice will lead to a more universal representation on this important policy making body.

With the possibility thus created of a more representative membership on the Board, it may be appropriate to reduce the number of members to twelve or even nine.

Executive Committee

The committee recommends that the Executive Committee meet more frequently, perhaps monthly for ten months of the year. Further, it is recommended that this committee meet at a time and place which are conducive to free and extended discussions of the operations, problems, and programs of the Society. We feel that the Executive Committee should take a stronger hand in the direction of the Society's activity to fulfill its responsibilities cited in Article II of the By-Laws of A.S.P.

Implications of the Recommendations

Implementation of these recommendations will increase the financial commitments of the Society substantially. It is estimated that a minimum of twenty-five thousand (\$25,000.00) dollars of additional revenue will be required. It appears to this committee that the most likely source of this revenue is through an increase in the dues of individual members.

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We feel strongly, however, that the increase in service the Society can provide to the members and the technical community will more than compensate the membership for the increase in cost.

Respectfully submitted,

EXECUTIVE STUDIES COMMITTEE

Ken Sims, Chairman

Glenn H. Landis

Thomas Oftelie